



Non-Exam Assessment

NCFE Level 1/2 Technical Award in Graphic Design
(603/7011/7)

Centre version

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Introduction

The non-exam assessment (NEA) is a formal synoptic assessment that requires the learner to independently apply an appropriate selection of knowledge, understanding, skills and techniques, developed through the full course of study, in response to a real-world situation, to enable them to demonstrate an integrated connection and coherence between the different elements of the qualification.

The NEA will contribute **60%** towards the overall qualification grade and therefore it is important that the learner produces work to the highest standard that they can. The learner must not start the NEA until they have been taught the full course, to ensure that they are in the best position to complete the NEA successfully.

What is synoptic assessment?

Synoptic assessment is an important part of a high-quality vocational qualification because it shows that learners have achieved a holistic understanding of the sector and that they can make effective connections between different aspects of the subject content and across the breadth of the assessment objectives in an integrated way. The Department for Education (DfE) has consulted with Awarding Organisations and agreed the following definition for synoptic assessment:

“A form of assessment which requires a candidate to demonstrate that s/he can identify and use effectively in an integrated way an appropriate selection of skills, techniques, concepts, theories, and knowledge from across the whole vocational area, which are relevant to a key task.”

Synoptic assessment enables learners to show that they can transfer knowledge and skills learnt in one context to resolve problems raised in another. To support the development of a synoptic approach, the qualification encourages learners to make links between elements of the course and to demonstrate how they have integrated and applied their increasing knowledge and skills.

As learners progress through the course, they will use and build upon knowledge and skills learnt across units. The NEA will test the learners' ability to respond to a real-world situation.

Information for learners

Introduction

The non-exam assessment (NEA) is a formal synoptic assessment that will contribute **60%** towards your overall qualification grade. It takes the form of a synoptic project that will require you to draw on your knowledge and understanding of the entire qualification, it is therefore important that you produce work to the highest standard that you can.

You will be assessed on your ability to independently select, apply and bring together the appropriate knowledge, understanding, skills and techniques you have learnt throughout your course of study, in response to a brief, set in a real-world-situation.

The NEA will be assessed holistically using a levels of response mark grid and against five integrated assessment objectives. These assessment objectives and their weightings are shown below.

Assessment Objective (AO)
AO1 – Recall knowledge and show understanding The emphasis here is for learners to recall and communicate the fundamental elements of knowledge and understanding. 16 marks (13.33%)
AO2 – Apply knowledge and understanding The emphasis here is for learners to apply their knowledge and understanding to real-world contexts and novel situations. 24 marks (20%)
AO3 – Analyse and evaluate knowledge and understanding The emphasis here is for learners to develop analytical thinking skills to make reasoned judgements and reach conclusions. 8 marks (6.67%)
AO4 – Demonstrate and apply relevant technical skills, techniques, and processes The emphasis here is for learners to demonstrate the essential technical skills relevant to the vocational sector, by applying the appropriate processes, tools, and techniques. 44 marks (36.67%)
AO5 – Analyse and evaluate the demonstration of relevant skills and techniques. The emphasis here is for learners to analyse and evaluate the essential technical skills, processes, tools and techniques relevant to the vocational sector. 28 marks (23.33%)

Mark scheme

The purpose of this mark scheme is to give you:

- examples and criteria of the types of response expected from a learner
- information on how individual marks are to be awarded
- the allocated assessment objective(s) and total marks for each question.

Learners choose any one of four design options to focus on to support differentiation and learner choice. Regardless of their choice, the constructs outlined in each task are applicable to each option.

Marking guidelines

General guidelines

You **must** apply the following marking guidelines to all marking undertaken. This is to ensure fairness to all learners, who **must** receive the same treatment. You **must** mark the first learner in exactly the same way as you mark the last.

- The mark scheme **must** be referred to throughout the marking period and applied consistently. Do not change your approach to marking once you have been standardised.
- Reward learners positively, giving credit for what they have shown, rather than what they might have omitted.
- Utilise the whole mark range and always award full marks when the response merits them.
- Be prepared to award zero marks if the learner's response has no creditworthy material.
- Do not credit irrelevant material that does not answer the question, no matter how impressive the response might be.
- If you are in any doubt about the application of the mark scheme, you **must** consult with your centre's internal quality assurer.

Guidelines for using extended response marking grids

Extended response mark grids have been designed to assess learners' work holistically. They consist of levels-based descriptors and indicative content.

Levels-based descriptors

Each level is made up of several descriptors for across the AO range – AO1 to AO5, which when combined provide the quality of response that a learner needs to demonstrate. Each levels-based descriptor is worth varying marks.

The grids are broken down into levels, with each level having an associated descriptor indicating the performance at that level. You should determine the level before determining the mark.

Indicative content reflects content-related points that a learner may make but is not an exhaustive list, nor is it a model answer. Learners may make all, some or none of the points

included in the indicative content, as its purpose is as a guide for the relevance and expectation of the responses. Learners **must** be credited for any other appropriate response.

Application of extended response marking grids

When determining a level, you should use a bottom-up approach. If the response meets all the descriptors in the lowest level, you should move to the next one, and so on, until the response matches the level descriptor. Remember to look at the overall quality of the response and reward learners positively, rather than focussing on small omissions. If the response covers aspects at different levels, you should use a best-fit approach at this stage and use the available marks within the level to credit the response appropriately. When determining a mark, your decision should be based on the quality of the response in relation to the descriptors.

Past paper

Documentation

Declaration of Authenticity

The learner and assessor **must** complete the form at the end of the assessment and before any marking takes place. The assessor **must** check the number of tasks submitted by the learner is accurate.

The completed form **must** be retained within the centre and is not to be sent to the moderator or NCFE unless specifically requested.

Learner name:	
Task(s) submitted:	
Learner declaration:	
I certify that the work submitted for this NEA is my own. I have clearly referenced any sources used in the work. I understand that false declaration is a form of malpractice.	
Learner signature:	
Date:	

Assessor name:	
Assessor declaration:	
I certify that the work submitted is the learner's own. The learner has clearly referenced any sources used in the work. I confirm that all work was conducted under conditions designed to assure the authenticity of the learner's work.	
Assessor signature:	
Date:	

NB: Once completed, the declaration of authenticity **must** be stored securely within the centre, in line with the following NCFE Regulations for Conduct of NEA. A copy of this declaration form **must** be made available to NCFE upon request.

GDPR Consent

Section A: This section must be completed by the learner

- NCFE may select your work for use at teacher training or standardisation events. Your work will be anonymised by removing your name. All materials will be reviewed regularly and will be removed if no longer required
- NCFE may select your work at some point in the future for use in teaching and learning resources published on QualHub.co.uk. Your work would be anonymised by removing your name. All materials will be reviewed regularly and will be removed if no longer required
- you understand that this agreement may be terminated at any time through written request
- for further details about how we process your data please read more www.ncfe.org.uk/legal-information.

Please tick the option that applies, sign and date in the box below:

Tick one only	
I consent to my work being used in the manner detailed in Section A	
I do not consent to my work being used in the manner detailed in Section A	
Learner Signature:	
Date:	

Section B: This section must be completed by any participants who feature in the work

Over 13

- I am over 13 and I give my permission for my video and/or photographic image to be used as detailed in Section A (above).

Under 13

- I give my permission for my child's video and / or photographic image to be used as detailed in Section A (above).

Name of participant (Printed)	Participant/Parent signature	Date

If any of the participants have declined permission, please tick here:

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NCFE Level 1/2 Technical Award in Graphic Design (603/7011/7)

Non-Exam Assessment

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Learner instructions

- Read the project brief carefully before you start the work.
- You **must** clearly identify and label all of the work you produce during the supervised time.
- You **must** hand in all of your work to the supervisor at the end of each timed session.

Learner information

- This non-exam assessment will assess your knowledge and understanding from across the qualification.
- The maximum mark for this assessment is **120**
- The maximum completion time for this NEA is **17 hours** and **30 minutes** (plus **2 hours** preparation and research time).
- All of the work you submit **must** be your own.

Please complete the details below clearly and in BLOCK CAPITALS.

Learner name _____

Centre name _____

Centre number

Learner number

Learner signature _____

Preparation and research task

Maximum time: 2 hours

In addition to the allocated assessment time for this non-exam assessment (NEA), you are permitted to spend a maximum of **2 hours** to undertake research and develop a pack of resources that you can refer to during the formal NEA assessment time. During this 2-hour period, you may access all learning materials, the internet and other published materials.

You should use this time to create your own resource pack and it is this pack alone that you may use during the allocated time given to the NEA. This is the only support material that is permitted during the completion of NEA tasks (unless otherwise stated within each task instructions).

All research or data used in your final NEA **must** be referenced appropriately. As a minimum this should include the following:

- the use of quotation marks to clearly identify any passages not of your own words
- date accessed
- name of source / author.

Evidence requirements: research pack of no more than four sides of A4, font size 12 (if word processed) to be returned to your assessor at the end of each task / session and submitted with the completed NEA.

Formal NEA

Maximum completion time:

You have been provided with a total of **17 hours and 30 minutes** (plus **2 hours** for preparation and research).

You may use some or all of the time provided for each task up to the maximum time allowed.

You are allowed to use time allocated to one task to rework previous tasks should you require.

You are not allowed to exceed the total number of hours.

You should not start your NEA until you have been taught the full course of study. This will ensure that you are in the best position to complete the NEA successfully.

Do not turn over until your assessor tells you to do so.

Project Brief

‘There is a new design studio InTown!’

InTown! are a new design studio that need to employ a Graphic Designer. You have decided to apply for the job.

InTown! want to employ designers that understand the importance of adapting to different cultural points of view and aims to employ individuals from all parts of the UK. InTown! focus on reaching a UK wide audience whilst embracing local differences.

As part of your interview, you have been asked to produce a portfolio of work and a graphic design which will advertise the new InTown! design studio.

InTown! want you to produce a portfolio of work that responds to **one** of the following:

- front cover design for a printed or digital magazine
- vehicle wrap
- mural to be painted on the wall of the design studio.

Client requirements:

The final graphic design solution **must**:

- reflect the brand identity, aims and values of InTown!
- use your own local town or city as inspiration
- include the tagline: There is a new design studio InTown!
- use visual language appropriate for the target audience

You may submit your proposed ideas in a printed or digital portfolio.

Project instructions:

You **must** include evidence of the following in your portfolio:

1. primary and secondary research in response to your chosen solution from the client brief
2. developed ideas informed by your research
3. plans for a final graphic design solution appropriate to the needs of the client brief
4. final graphic design solution
5. portfolio presented in an appropriate format
6. evaluation of your final graphic design solution.

Assessment tasks and mark scheme

Task 1

Initial design ideas	
Maximum time	3 hours
Content areas assessed	1. Components of graphic design 2. Work of graphic designers 3. Requirements of a graphic design brief
Assessment objectives	AO1 – 4 marks AO2 – 4 marks AO3 – 4 marks
You are required to: - carry out primary and secondary research to inform your initial design ideas. This will include: resourcing your graphic design ideas in line with the client's requirements in the brief exploring other designer's work to draw inspiration for your design justifying how your initial ideas meet the requirements of the brief creating initial design ideas. [12 marks]	
Evidence	Portfolio (digital or physical) This could be presented as: - written report with diagrams and / or illustrations - journal / diary - sketch pad - research sheets - blog / vlog - video(s)/ screen casts - visuals with audio commentary. You must also submit your internet browsing history used for research and planning purposes.

Task 1 – Initial design ideas		
Band	Marks	Descriptors
4	10–12	A03 – Excellent analysis and evaluation of how the initial designs meet the requirements of the brief, that is highly detailed and highly relevant, showing analytical thinking skills, with highly reasoned judgments and decisions. Learner has offered well considered approaches in order to meet the brief. A02 – Excellent application of knowledge and understanding of components of graphic design in creating initial designs that meet the requirements of the brief. Learner has produced highly comprehensive, clear and highly detailed initial ideas that are highly relevant to the brief. A01 – Excellent recall of knowledge and understanding of graphic design components that is comprehensive and highly detailed.
3	7–9	A03 – Good analysis and evaluation of how the initial designs meet the requirements of the brief that is mostly detailed and mostly relevant, showing analytical thinking skills, with mostly reasoned judgments and decisions. Learner has offered considered approaches in order to meet the brief. A02 – Good application of knowledge and understanding of components of graphic design in creating initial designs that meet the requirements of the brief. Learner has produced mostly detailed initial ideas that are mostly relevant to the brief. A01 – Good recall of knowledge and understanding of graphic design components and mostly detailed.
2	4–6	A03 – Reasonable analysis and evaluation of how the initial designs meet the requirements of the brief that has some detail and some relevance, with some reasoned judgments and decisions. Learner has offered some considered approaches in order to meet the brief. A02 – Reasonable application of knowledge and understanding of components of graphic design in creating initial designs that meet the requirements of the brief. Learner has produced some detailed initial ideas that have some relevance to the brief. A01 – Reasonable recall of knowledge and understanding of graphic design components and some detail.
1	1–3	A03 – Limited analysis and evaluation of how the initial ideas meet the requirements of the brief that has limited detail and minimal relevance, with limited judgments and decisions. Learner has offered limited consideration of the approaches in order to meet the brief that will be underdeveloped. A02 – Limited application of knowledge and understanding of the components of graphic designs in creating initial ideas to meet to the requirements of the brief. Learner has produced limited detailed in initial ideas that have minimal relevance to the brief. A01 – Limited recall of knowledge and understanding of the components of graphic designs that has limited detail.
	0	No rewardable material.

Indicative content

AO1 – Learners will recall knowledge and understanding of the component parts of graphic designs that may include the following:

Components of graphic design:

- components: line, colour, tone, composition, typography, imagery
- visual language of graphic design
- graphic design principles.

AO2 – Learners will apply knowledge and understanding of the components of graphic design in creating initial ideas to meet to the requirements of the brief that may include the following:

Requirements of a graphic design brief:

- the client's design requirements: purpose
- research and analysis: design trends, target market, competitor research
- copyright considerations: images: use of stock images, licensing, text: content, typography
- target audience: primary, secondary, demographic
- contextual factors: personal, social, cultural, economic, political.

Components of graphic design:

- components: line, colour, tone, composition, typography, imagery
- visual language of graphic design
- graphic design principles.

AO3 – Learners will analyse and evaluate knowledge and understanding of how their initial designs meet the requirements of brief this may include the following:

Components of graphic design:

- components: line, colour, tone, composition, typography, imagery
- visual language of graphic design
- graphic design principles.

Requirements of a brief that the components meet:

- the client's design requirements: purpose
- research and analysis: design trends, target market
- competitor research
- copyright considerations: images: use of stock images, licensing, text: content typography
- target audience: primary, secondary, demographic
- contextual factors: personal, social, cultural, economic, political.

Task 2

Development – Develop ideas	
Maximum time	3 hours
Content areas assessed	1. Components of graphic design 3. Requirements of a graphic design brief 4. Planning, development and experimentation
Assessment objectives	AO1 – 8 marks AO2 – 8 marks AO4 – 12 marks
You are required to: • use your initial ideas and research the requirements of the brief to develop your ideas further • Provide evidence of your development work in a portfolio (digital or physical) You must evidence the following areas within your portfolio: ○ your selection and use of appropriate tools, materials and techniques ○ your developed ideas ○ your experimentations, tests and refinement of ideas ○ how you have applied graphic design language in the development work. [28 marks]	
Evidence	Portfolio (digital or physical) This could be presented as: • sketch pad • journal / diary • development sheets • blog / vlog • video(s) / screen casts • presentation • visuals with audio commentary. You must also submit your internet browsing history used for research and planning purposes.

Task 2 – Development – Develop ideas		
Band	Marks	Descriptors
4	7–8	AO1 – Excellent recall of knowledge and understanding of graphic design components and principles that is comprehensive and highly detailed and highly relevant. AO1 – Excellent recall of knowledge and understanding of tools, materials and techniques that is comprehensive, highly detailed and highly relevant.
3	5–6	AO1 – Good recall of knowledge and understanding of graphic design components and principles that is mostly comprehensive and mostly detailed and is mostly relevant. AO1 – Good recall of knowledge and understanding of graphic design tools, materials and techniques that is mostly comprehensive and mostly detailed and is mostly relevant.
2	3–4	AO1 – Reasonable recall of knowledge and understanding of graphic design components and principles that has some detail and is of some relevance. AO1 – Reasonable recall of knowledge and understanding of graphic design tools, materials and techniques that some detail and is of some relevance.
1	1–2	AO1 – Limited recall of knowledge and understanding of the graphic design components and principles that has limited detail and of limited relevance. AO1 – Limited recall of knowledge and understanding of graphic design tools, materials and techniques that has limited detail and of limited relevance.
	0	No rewardable material.

Indicative content

AO1 – Learners will recall knowledge and understanding of experimental application of techniques in graphic design that may include the following:

Recall knowledge and understanding of components of graphic design:

- components, line, colour, tone, composition, typography, imagery
- visual language of graphic design.

Recall knowledge and understanding of graphic design principles:

- hierarchy, alignment, balance, contrast, repetition, proximity, positive and negative space.

Experimental application of materials in graphic design:

- paints, inks, paper, marker pens, charcoal, card, acetate.

Experimental application of materials in graphic design:

- pens, brushes, pencils, tablet, scanner or scanner apps, software applications, camera, computer.

Experimental application of techniques in graphic design:

- colour mixing, sketching, gradients, contrast, alignment, digital image manipulation, digital illustration, photography, mono print, lino print, stencil, freehand drawing: digital, hand-drawn, scanning, collage.

Task 2 – Development – Develop ideas		
Band	Marks	Descriptors
4	7–8	AO2 – Excellent application of knowledge and understanding of principles and components of graphic design that are highly effective in creating initial designs that fully meet the requirements of the brief. Learner has produced highly comprehensive. AO2 – Excellent application of knowledge and understanding through the highly effective experimentation and use of tools, materials, and techniques that is highly comprehensive.
3	5–6	AO2 – Good application of knowledge and understanding of principles and components of graphic design that are mostly effective in creating initial designs that mostly meet the requirements of the brief. Learner has produced mostly comprehensive. AO2 – Good application of knowledge and understanding through the mostly effective experimentation and use of tools, materials, and techniques.
2	3–4	AO2 – Reasonable application of knowledge and understanding of principles and components of graphic design that has some effectiveness in creating initial designs that in some parts meets the requirements of the brief. Learner has produced some detailed initial ideas that have some relevance to the brief. AO2 – Reasonable application of knowledge and understanding through the experimentation and use of tools, materials, and techniques that is effective in some parts, with some detail, and has some relevance in response to the brief and to their chosen graphic design solution.
1	1–2	AO2 – Limited application of knowledge and understanding of the principles and components of graphic designs has limited effectiveness in creating initial ideas that minimally meet the requirements of the brief. Learner has produced limited detail in initial ideas that have minimal relevance to the brief. AO2 – Limited application of knowledge demonstrated through the very limited and often inappropriate use of tools, materials, and techniques in response to the brief and to their chosen graphic design solution.
	0	No rewardable material.

Indicative content

AO2 – Learners will apply knowledge and understanding of the application of experimentation of tools, processes and techniques to develop graphic design components and principles that may include:

Apply components of graphic design:

- line, colour, tone, composition, typography, imagery, visual language of graphic design.

Apply principles of graphic design:

- hierarchy, alignment, balance, contrast, repetition, proximity, positive and negative space.

Experimental application of materials in graphic design:

- paints, inks, paper, marker pens, charcoal, card, acetate.

Experimental application of tools in graphic design:

- pens, brushes, pencils
- tablet, scanner or scanner apps, software applications, camera, computer.

Experimental application of techniques in graphic design:

- colour mixing, sketching, gradients, contrast, alignment, digital image manipulation, digital illustration, photography, mono print, lino print, stencil, freehand drawing: digital, hand-drawn, scanning, collage.

Task 2 – Development – Develop ideas		
Band	Marks	Descriptors
4	10–12	AO4 – Excellent demonstration of application of principles and components of graphic design that are highly effective in the development of graphic designs that fully meet the requirements of the brief. Learner has produced highly comprehensive, clear and highly detailed developmental ideas that are highly relevant to the brief. AO4 – Excellent demonstration of the application of tools, processes and techniques for the development of graphic designs that meet the requirements of the brief, that are highly detailed and highly relevant. AO4 – Imaginative and varied developmental work that demonstrates excellent skill development that is fully informed by research and the requirements of the client brief.
3	7–9	AO4 – Good demonstration of the application of the principles and components of graphic design that are mostly effective in the development of graphic designs that mostly meet the requirements of the brief. Learner has produced mostly comprehensive, clear and mostly detailed developmental ideas that are mostly relevant to the brief. AO4 – Good demonstration of the application of tools, processes and techniques for the development of graphic designs that meet the requirements of the brief, that are mostly detailed and mostly relevant. AO4 – Effective and varied developmental work that demonstrates good skill development that is mostly informed by research and the requirements of the client brief.
2	4–6	AO4 – Reasonable demonstration of the application of principles and components of graphic design that has some effectiveness in the development of graphic designs, that in some parts meets the requirements of the brief. Learner has produced some detailed developmental ideas that have some relevance to the brief. AO4 – Reasonable demonstration of the application of tools, processes and techniques for the development of graphic designs that meet the requirements of the brief that has some detail and some relevance. AO4 – Reasonable developmental work that demonstrates reasonable skill development that is informed by some research and some requirements of the client brief.
1	1–3	AO4 – Limited demonstration of the application of principles and components of graphic design that has limited effectiveness in the development of graphic designs, that in limited parts meets the requirements of the brief. Learner has produced ideas that are minimal in development that have minimal relevance to the brief. AO4 – Limited demonstration of the application of tools, processes and techniques for the development of graphic designs that meet the requirements of the brief that has minimal detail and limited relevance. AO4 – Limited developmental work that demonstrates minimal skill development that is very limited and tenuously informed by research and requirements of the client brief.
0	0	No rewardable material.

Indicative content

AO4 – Learners will demonstrate the application of tools, processes and techniques to develop graphic design components and principles that may include:

Application of tools, processes and techniques to develop:

- line, colour, tone, composition, typography, imagery, visual language of graphic design.

Application of graphic design principles:

- hierarchy, alignment, balance, contrast, repetition, proximity, positive and negative space.

Application of materials in graphic design:

- paints, inks, paper, marker pens, charcoal, card, acetate.

Application of tools in graphic design:

- pens, brushes, pencils, tablet, scanner or scanner apps, software applications, camera, computer.

Application of techniques in graphic design:

- colour mixing, sketching, gradients, contrast, alignment, digital image manipulation, digital, illustration, photography, mono print, lino print, stencil, freehand drawing: digital, hand-drawn, scanning, collage.

Task 3

Review of development work	
Maximum time	1 hour
Content areas assessed	4. Planning, development and experimentation
Assessment objectives	AO3 – 4 marks AO5 – 8 marks
The next stage is to review the development of your ideas before you move on to planning and creating your final graphic design solution: You are required to: - review the work that you completed in Task 2 against the client brief. You must provide evidence of reviewing the following listed areas: - client requirements - communication of ideas - appropriateness for target audience - potential problems and solutions: - time - resources - skills - selection and use of tools, materials and techniques. [12 marks]	
Evidence	Portfolio (digital or physical) This could be presented as: - annotated sketch pad - updated journal / diary - annotated development sheets - updated blog / vlog - video(s) / screen casts. You must also submit your internet browsing history used for research and planning purposes.

Task 3 – Review of development work		
Band	Marks	Descriptors
4	10–12	AO3 – Excellent analysis of the development of the graphic design work in relation to the brief, showing highly developed analytical thinking skills, with highly reasoned judgments supported by well considered approaches, identifying all potential problems and improvements in order to meet the brief throughout their review. AO5 – Excellent analysis and evaluation of the use of skills, processes, tools and techniques and the communication of ideas to create their graphic design that is highly detailed. AO5 – Excellent analysis and evaluation of knowledge in relation to the brief. Fully justified choices of the selected tools, materials, and techniques in response to their chosen graphic design solution.
3	7–9	AO3 – Good analysis of the development of the graphic design work in relation to the brief, showing developed analytical thinking skills, with mostly reasoned judgments supported by mostly considered approaches, identifying all potential problems and improvements in order to meet the brief throughout their review. AO5 – Good analysis and evaluation of the use of skills, processes, tools and techniques and the communication of ideas to create their graphic design and is mostly detailed. AO5 – Good analysis and evaluation of the designs in relation to the brief which offers mostly justified choices of the selected tools, materials, and techniques in response to their chosen graphic design solution.
2	4–6	AO3 – Reasonable analysis of development work in relation to the brief, showing some but limited analytical thinking skills, which contains some but limited reasoned judgments supported by some considered approaches, identifying some potential problems and improvements in order to meet the brief throughout their review. AO5 – Reasonable analysis and evaluation of the use of skills, processes, tools and techniques and the communication of ideas to create their graphic design and has some detail. AO5 – Reasonable analysis and evaluation of the designs in relation to the brief which offers a reasonable explanation with some justification of the selected tools, materials, and techniques in response to their chosen graphic design solution.
1	1–3	AO3 – Limited analysis of development work in relation to the brief, showing very basic analytical thinking skills, with very limited reasoned judgments. Supported with very limited consideration of approaches identifying very few potential problems and improvements in order to meet the brief throughout their review. AO5 – Limited analysis and evaluation of the use of skills, processes, tools and techniques and the communication of ideas to create their graphic design and has limited detail. AO5 – Limited and basic analysis and evaluation of the selected tools, materials, and techniques in response to their chosen graphic design solution. Any attempt to justify the choices will be tenuous and inappropriate.
	0	No rewardable material.

Indicative content

AO3 – Learners will analyse and evaluate their graphic design in terms of problems and improvements in relation to the brief that may include the following:

- client requirements
- communication of ideas
- appropriateness for target audience
- potential problems and solutions: time, resources, skills
- effective use of resources.

AO5 – Learners will analyse and evaluate their demonstration of the application of tools, processes and techniques to develop graphic design components and principles to include reasoned justification for the selection of tools, processes and techniques that may include the following:

Analysis and evaluation of:

- the communication of ideas.

Analysis and evaluation of components of graphic design:

- components: line, colour, tone, composition, typography, imagery, visual language of graphic design.

Analysis and evaluation of graphic design principles:

- hierarchy, alignment, balance, contrast, repetition, proximity, positive and negative space.

Analysis and evaluation of application of materials in graphic design:

- paints, inks, paper, marker pens, charcoal, card, acetate.

Analysis and evaluation of application of tools in graphic design:

- pens, brushes, pencils, tablet, scanner or scanner apps, software applications, camera computer.

Analysis and evaluation of application of techniques in graphic design:

- colour mixing, sketching, gradients, contrast, alignment, digital image manipulation, digital illustration, photography, mono print, lino print, stencil, freehand drawing: digital, hand-drawn, scanning, collage.

Task 4

Planning	
Maximum time	2 hours
Content areas assessed	4. Planning, development and experimentation
Assessment objectives	AO1 – 4 marks AO2 – 8 marks
You are required to: create a detailed production plan for your chosen graphic design solution for InTown! You must provide evidence of your production planning in your portfolio, which could include. - thumbnail sketches - layout drawings - journal / diary - video(s) / screen casts. [12 marks]	
Evidence	Portfolio (digital or physical) This could be presented as: - written plan - blog / vlog - presentation (for example, PowerPoint). You must also submit your internet browsing history used for research and planning purposes.

Task 4 – Planning		
Band	Marks	Descriptors
4	10–12	AO2 – Excellent application of knowledge and understanding for the creation of a production plan that is highly relevant and effectively meets the requirements of the brief. A plan that includes all required planning elements that have been communicated confidently and effectively and is highly detailed. AO2 – Excellent application of knowledge and understanding of the presentation of the production plan that is refined and is highly appropriate for the chosen graphic design solution. All of the client's requirements are comprehensively considered. AO1 – Excellent recall of knowledge and understanding of production planning, that is highly comprehensive and highly detailed.
3	7–9	AO2 – Good application of knowledge and understanding for the creation of a production plan that is mostly relevant and mostly effective in meeting the requirements of the brief. A plan that includes most of the required planning elements that have been communicated in most parts confidently and mostly detailed. AO2 – Good application of knowledge and understanding of the presentation of a production plan that is mostly refined and is mostly appropriate for the chosen graphic design solution. Most of the client's requirements are considered. AO1 – Good recall of knowledge and understanding of production planning, that is and mostly detailed.
2	4–6	AO2 – Reasonable application of knowledge and understanding for the creation of a production plan that is reasonably relevant and meets some requirements of the brief. A plan includes some of the required planning elements that have been communicated in most parts confidently and mostly effectively that is mostly detailed. AO2 – Reasonable application of knowledge and understanding of the presentation of the production plan that has some refinement and is appropriate in some parts for the chosen graphic design solution. Some of the client's requirements are considered. AO1 – Reasonable recall of knowledge and understanding of production planning, that has some detail though may be underdeveloped.
1	1–3	AO2 – Limited application of knowledge and understanding for the creation of a production plan that is limited in meeting the requirements of the brief. A plan that includes limited use of the required planning elements that have been communicated in parts with limited detail and minimal relevance to the brief. AO2 – Limited application of knowledge and understanding of the presentation of the production plan that has limited refinement and is only appropriate in limited parts for the chosen graphic design solution. There are minimal client requirements considered. AO1 – Limited recall of knowledge and understanding of production planning, that has limited detail and may be underdeveloped.
	0	No rewardable material.

Indicative content

NB: Learners should demonstrate their ability to produce detailed and refined planning documentation that is relevant to their chosen graphic design solution. This should be inclusive of all planning elements (techniques, design components and properties).

Learners will produce a body of clearly presented evidence that demonstrates their ability to plan for the successful creation of graphic design work.

AO1 – Learners will recall knowledge and understanding of production planning that may include the following:

Recall stages of the development process:

- planning: mind maps, first sketches, experimentation, drafts, research.

Recall design techniques, components and properties when planning graphic design work:

- planning: layout sketches
- design principles: hierarchy, alignment, balance, contrast, repetition, proximity, positive and negative space
- techniques: colour mixing, sketching, gradients, digital image manipulation / creation, digital illustration, photography, stencil, free hand drawing: digital, hand-drawn, scanning, collage
- create the components of the design: line, colour, tone, composition, typography, imagery
- properties: colour scheme, size
- resources: tools, materials, techniques
- timings: stages of production, milestones, review points, final deadlines, contingency.

AO2 – Learners will apply knowledge and understanding of production planning in relation to the brief with the creation of a production plan that may include the following:

Apply stages of the development process:

- planning: mind maps, first sketches, experimentation, drafts, research.

Apply design techniques, components and properties when planning graphic design work:

- planning: layout sketches
- design principles: hierarchy, alignment, balance, contrast, repetition, proximity, positive and negative space
- techniques: colour mixing, sketching, gradients, digital image manipulation / creation, digital illustration, photography, stencil, free hand drawing: digital, hand-drawn, scanning, collage
- create the components of the design: line, colour, tone, composition, typography, imagery
- properties: colour scheme, size
- resources: tools, materials, techniques
- timings: stages of production, milestones, review points, final deadlines, contingency.

Task 5

Production – create your final design	
Maximum time	5 hours 30 minutes
Content areas assessed	1. Components of graphic design 4. Planning, development and experimentation 5. Graphic design production
Assessment objectives	AO4 – 24 marks AO5 – 8 marks
You are required to: • create your final graphic design solution for InTown! • show evidence of ongoing review to modify the final graphic design solution. You must show evidence of the process used to create your final graphic design solution in your portfolio that includes the following: • your creation of a final graphic design solution that builds on your development work and planning • your creation process of the final graphic design solution and decisions that you made • your use of ongoing review of essential technical skills, processes, tools and techniques to modify the final graphic design solution • justification of how the final graphic design solution meets the requirements of the client brief. [32 marks]	
Evidence	Portfolio (digital or physical) This could be presented as: • annotated sketch pad(s) • annotated design sheets • annotated technical drawings • journal / diary • blog / vlog • video(s) / screen casts • presentation (for example, PowerPoint) You must also submit your internet browsing history used for research and planning purposes.

Task 5 – Production – Graphic design components and principles		
Band	Marks	Descriptors
4	10–12	AO4 – Excellent ability to produce a highly effective final graphic design solution with the application of all graphic design components demonstrated in a highly effective way. AO4 – Excellent ability to produce a highly effective final graphic design solution with the application of all graphic design principles demonstrated in a highly effective way. AO4 – Excellent ability to produce a final graphic design solution that meets all the requirements of the brief in a highly effective way.
3	7–9	AO4 – Good ability to produce a mostly effective final graphic design solution with the application of most graphic design components demonstrated in a mostly effective way. AO4 – Good ability to produce a mostly effective final graphic design solution where the application of most graphic design principles are demonstrated. AO4 – Good ability to produce a final graphic design solution that meets most of the requirements of the brief in a mostly effective way.
2	4–6	AO4 – Reasonable ability to produce a somewhat effective final graphic design solution with the application of some graphic design components demonstrated in a somewhat effective way. AO4 – Reasonable ability to produce a final graphic design solution with the application of some graphic design principles demonstrated in a reasonably effective way. AO4 – Reasonable ability to produce a final graphic design solution that meets some of the requirements of the brief in a reasonable effective way.
1	1–3	AO4 – Limited ability to produce a final graphic design solution that is limited in effectiveness with limited application of graphic design components demonstrated in a minimally effective way. AO4 – Limited ability to produce a final graphic design solution that is limited in effectiveness with limited application of graphic design principles, demonstrated in a minimally effective way. AO4 – Limited ability to produce a final graphic design solution that meets limited requirements of the brief in a minimally effective way.
	0	No rewardable material.

Indicative content

AO4 – Learners will demonstrate the application of tools, processes and techniques in their final graphic design components and principles that may include the following:

- Learners should demonstrate their ability to produce creative and varied final graphic design solutions that effectively meets the requirements of the client brief.

- Learners will produce a body of evidence that demonstrates a wide range of graphic design techniques using appropriate tools and materials.
- Ideas should be visually communicated and annotated to demonstrate correct use of graphic design language in a format relevant to their discipline.
- Final work will be informed by the research undertaken and relevant for the chosen graphic design solution.

Application of tools, processes and techniques in components of graphic design:

- components: line, colour, tone, composition, typography, imagery
- visual language of graphic design.

Application of tools, processes and techniques in graphic design principles:

- hierarchy, alignment, balance, contrast, repetition, proximity, positive and negative space.

Task 5 – Production– Graphic design tools materials and techniques		
Band	Marks	Descriptors
4	10–12	AO4 – Excellent ability to produce a highly effective final graphic design solution with the comprehensive and skilful application of tools demonstrated in a highly effective way. AO4 – Excellent ability to produce a highly effective final graphic design solution with the comprehensive and skilful application of materials demonstrated in a highly effective way. AO4 – Excellent ability to produce a highly effective final graphic design solution with the comprehensive and skilful application of techniques demonstrated in a highly effective way.
3	7–9	AO4 – Good ability to produce a mostly effective final graphic design solution with the mostly detailed and mostly skilful application of tools demonstrated in a mostly effective way. AO4 – Good ability to produce a mostly effective final graphic design solution with the mostly detailed and mostly skilful application of materials demonstrated in a mostly effective way. AO4 – Good ability to produce a mostly effective final graphic design solution with the mostly detailed and mostly skilful application of techniques demonstrated in a mostly effective way.
2	4–6	AO4 – Reasonable ability to produce a somewhat effective final graphic design solution that has some detail and some skilful application of tools demonstrated in a somewhat effective way. AO4 – Reasonable ability to produce a somewhat effective final graphic design solution that has some detail and some skilful application of materials demonstrated in a somewhat effective way. AO4 – Reasonable ability to produce a somewhat effective final graphic design solution that has some detail and some skilful application of techniques demonstrated in a somewhat effective way.
1	1–3	AO4 – Limited ability to produce a minimally effective final graphic design solution that has limited detail and minimal skilful application of tools demonstrated in a minimally effective way. AO4 – Limited ability to produce a minimally effective final graphic design solution that has limited detail and minimal skilful application of materials demonstrated in a minimally effective way. AO4 – Limited ability to produce a minimally effective final graphic design solution that has limited detail and minimal skilful application of techniques demonstrated in a minimally effective way.
	0	No rewardable material.

Indicative content

AO4 – Learners will demonstrate the application of tools, processes and techniques to develop graphic design components and principles that may include the following:

- learners should demonstrate their ability to produce creative and varied final graphic design solutions that effectively meets the requirements of the client brief.
- learners will produce a body of evidence that demonstrates a wide range of graphic design techniques using appropriate tools and materials.
- ideas should be visually communicated and annotated to demonstrate correct use of graphic design language in a format relevant to their discipline.
- final work will be informed by the research undertaken and relevant for the chosen graphic design solution.

Demonstration of application of materials in graphic design:

- paints, inks, paper, marker pens, charcoal, card, acetate.

Demonstration of application of tools in graphic design:

- pens, brushes, pencils, tablet, scanner or scanner apps, software applications, camera, computer.

Demonstration of application of techniques in graphic design:

- colour mixing, sketching, gradients, contrast, alignment, digital image manipulation, digital illustration, photography, mono print, lino print, stencil, freehand drawing: digital, hand-drawn, scanning, collage.

Task 5 – Production – review of development work		
Band	Marks	Descriptors
4	7–8	AO5 – Excellent ongoing analysis and evaluation of the use of tools, materials and, techniques and the communication of ideas for the modification and creation of their final graphic design solution and how well this meets the requirements of the brief that is comprehensive and highly detailed. AO5 – Demonstrating highly developed analytical thinking skills. Supported with excellent and highly reasoned judgments of the selected tools, materials and techniques in response to the ongoing modification and creation of their chosen graphic design solution.
3	5–6	AO5 – Good ongoing analysis and evaluation of the use of tools, materials and, techniques and the communication of ideas for the modification and creation of their final graphic design solution and how well this meets the requirements of the brief that is mostly comprehensive and mostly detailed. AO5 – Demonstrating developed analytical thinking skills. Supported with good and mostly reasoned judgments of the selected tools, materials and techniques in response to the ongoing modification and creation of their chosen graphic design solution.
2	3–4	AO5 – Reasonable ongoing analysis and evaluation of the use of tools, materials and techniques and the communication of ideas for the modification and creation of their final graphic design solution and how well this meets the requirements of the brief that is somewhat comprehensive and in some detail. AO5 – Demonstrating reasonable analytical thinking skills. Supported with reasonable and some reasoned judgments with some justification of the selected tools, materials, and techniques in response to the ongoing modification and creation of their chosen graphic design solution.
1	1–2	AO5 – Limited ongoing analysis and evaluation of the use of tools, materials and, techniques and the communication of ideas for the modification and creation of their final graphic design solution and how well this meets the requirements of the brief that is limited and has minimal detail. AO5 – Demonstrating limited analytical thinking skills. Supported with limited and basic judgments with some tenuous justification of the selected tools, materials, and techniques in response to the ongoing modification and creation of their chosen graphic design solution that have limited relevance.
	0	No rewardable material.

Indicative content

AO5 – Learners will analyse and evaluate their graphic design in terms of required modifications and improvements in relation to meeting the brief that may include the following:

- client requirements
- communication of ideas
- appropriateness for target audience
- potential problems and solutions: time, resources, skills
- effective use of resources.

AO5 – Learners will analyse and evaluate their use of the application of tools, processes and techniques for the required modification and ongoing development of graphic design components and principles to include reasoned justification for the selection of tools, processes and techniques that may include the following:

Ongoing analysis and evaluation of:

- the communication of ideas.

Ongoing analysis and evaluation of components of graphic design:

- components: line, colour, tone, composition, typography, imagery
- visual language of graphic design.

Ongoing analysis and evaluation of graphic design principles:

- hierarchy, alignment, balance, contrast, repetition, proximity, positive and negative space.

Ongoing analysis and evaluation of application of materials in graphic design:

- paints, inks, paper, marker pens, charcoal, card, acetate.

Ongoing analysis and evaluation of application of tools in graphic design:

- pens, brushes, pencils, tablet, scanner or scanner apps, software applications, camera, computer.

Ongoing analysis and evaluation of application of techniques in graphic design:

- colour mixing, sketching, gradients, contrast, alignment, digital image manipulation, digital illustration, photography, mono print, lino print, stencil, freehand drawing: digital, hand-drawn, scanning, collage.

Task 6

Presentation of final graphic design	
Maximum time	1 hour 30 minutes
Content areas assessed	6. Display, present and promote graphic design work
Assessment objectives	AO2 – 4 marks AO4 – 8 marks
You are required to: - present your final graphic design solution to InTown!. You need to provide evidence of your final graphic design solution in an appropriate format. You must show evidence of the following: - your presentation of a final graphic design solution which shows understanding of a graphic designer's work - justification of choices made about the format of the presentation so that it meets the requirements of the client brief. [12 marks]	
Evidence	Portfolio (digital or physical) This could be presented as: - physical portfolio - physical mounted work - finalised design sheets - showreel - exhibition - video(s) / screen casts - presentation. You must also submit your internet browsing history used for research and planning purposes.

Task 6 – Presentation of final graphic design		
Band	Marks	Descriptors
4	10–12	AO4 – Excellent presentation of final graphic design solution shown through confident and consistent use of visual communication that is highly effective. Information presented is comprehensive and highly detailed. AO2 – Excellent justification of choices made about the format of the presentation to meet the requirements of the brief supported by highly relevant examples.
3	7–9	AO4 – Good presentation of final graphic design solution shown through consistent use of visual communication that is mostly effective. Information presented is mostly relevant with few errors. AO2 – Good justification of choices made about the format of the presentation to meet the requirements of the brief supported by mostly relevant examples.
2	4–6	AO4 – Reasonable presentation of final graphic design solution shown through use of visual communication that is partially effective. Information presented may lack relevance and contain some errors throughout. AO2 – Reasonable justification of choices made about the format of the presentation to meet the requirements of the brief supported by some relevant examples.
1	1–3	AO4 – Limited presentation of final graphic design solution shown through use of visual communication that is ineffective. Information presented has minimal or no relevance and contains errors throughout. AO2 – Limited justification of choices made about the format of the presentation to meet the requirements of the brief supported by minimally relevant examples.
	0	No rewardable material.

Indicative content

AO2 – Learners will apply knowledge and understanding of choices made about the format when displaying, presenting and promoting graphic design work in relation to the brief that may include the following:

Learners should demonstrate application of the components to consider when displaying, presenting and promoting graphic design work in relation to:

- different clients: corporate, public sector, independent
- a client's individual needs
- communication of ideas
- appropriateness for target audience

AO4 – Learners will demonstrate the presentation of their graphic design solution that may include the following:

- Learners should demonstrate their ability to present information in a clear and logical sequence.
- Learners should demonstrate they understand how graphic designers working in different disciplines use presentation formats that best promote their work to a target audience.
- The learner should use a portfolio format which is appropriate to the design work produced.
- The choice of format should be based on the discipline, for example if the work is physical or digital, the size and platform of the finished design work.
- The learner may use PowerPoint or a similar software application to collate evidence for this. However, this content area is about presenting graphic design work in an appropriate format in their chosen discipline, therefore separate evidence must be provided (eg a web link to a digital portfolio or photographs of a physical portfolio).
- The learner should show understanding of the purpose of displaying, presenting and promoting work where relevant to:
 - enhance design profile
 - showcase work
 - attract new clients
 - enhance employment opportunities
- The learner should show understanding of digital and physical methods of displaying, presenting, and promoting graphic design work:

Methods of displaying and promoting graphic design work:

- website
 - social media
 - static
 - interactive
 - vlog or blog
 - showreel
 - pitching

- physical:
 - presentation folder
 - exhibition
 - design sheets
 - design presentation boards
 - book
 - pitching.

Past paper

Task 7

Evaluation	
Maximum time	1 hour 30 minutes
Content areas assessed	4. Planning, development and experimentation 5. Graphic design production 6. Display, present and promote graphic design work
Assessment objectives	AO5 – 12 marks
You are required to: evaluate your graphic design solution in response to the requirements of the client brief. You need to provide evidence of your evaluation including the following areas: - meeting the needs of the client - communication of ideas - appropriateness for the target audience - identify successes within the design - identify improvements. [12 marks]	
Evidence	Portfolio (digital or physical) This could be presented as: - written report - journal / diary - blog / vlog - video(s) / screen casts - audio recording - presentation (for example, PowerPoint).

Task 7 – Evaluation		
Band	Marks	Descriptors
4	10–12	AO5 – Excellent analysis and evaluation of how the final graphic design solution meets the requirements of the client brief that is comprehensive and highly detailed. AO5 – Supported by excellent and highly relevant examples of successes and how the final graphic design solution could be improved.
3	7–9	AO5 – Good analysis and evaluation of how well the final graphic design solution meets the requirements of the client brief that is mostly detailed. AO5 – Supported by good and mostly relevant examples of successes and what could be improved.
2	4–6	AO5 – Reasonable analysis and evaluation of how well the final graphic design solution meets the requirements of the client brief that has some detail. AO5 – Supported by reasonable examples that have some relevance of successes and what could be improved.
1	1–3	AO5 – Limited analysis and evaluation of how well the final graphic design solution meets the requirements of the client brief that have minimal detail. AO5 – Supported by examples of successes and what could be improved that have minimal or no relevance.
	0	No rewardable material.

Indicative content

AO5 – Learners will analyse and evaluate their ability to produce a final graphic design solution and how this meets the requirements of the brief that may include the following:

Learners will produce clearly presented evidence that demonstrates their ability to evaluate the final graphic design solution in relation to:

- meeting the needs of the client
- communication of ideas
- appropriateness for target audience
- effective use of resources
- identify improvements
- identify successes with the design.

Analysis and evaluation of:

- the communication of ideas.

Analysis and evaluation of components of graphic design:

- components: line, colour, tone, composition, typography, imagery
- visual language of graphic design.

Analysis and evaluation of graphic design principles:

- hierarchy, alignment, balance, contrast, repetition, proximity, positive and negative space.

Analysis and evaluation of application of materials in graphic design:

- paints, inks, paper, marker pens, charcoal, card, acetate.

Analysis and evaluation of application of tools in graphic design:

- pens, brushes, pencils, tablet, scanner or scanner apps, software applications, camera, computer.

Analysis and evaluation of application of techniques in graphic design:

- colour mixing, sketching, gradients, contrast, alignment, digital image manipulation, digital illustration, photography, mono print, lino print, stencil, freehand drawing: digital, hand-drawn, scanning, collage.

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